



THE ZOO GOER

Annual Report

volume 5, number 6

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Front Cover: FONZ guide, Lee Glassco, is part of a large and active volunteer program that "teaches" zoology to some 30,000 school children every year.

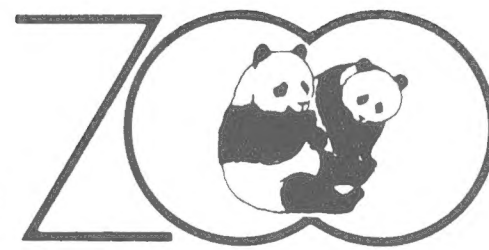
Back Cover: Learning about animals by making them from boxes, clay, and paint is one of many Zoo class programs offered to FONZ members of all ages.

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Photographs on front cover and p. 15 by Jan Skrentny; on pp. 8, 19, and back cover by Sabin Robbins; on pp. 17, 18, and 23 by Francie Schroeder. 11/12, 76.

**Friends
of
the
National**



is a non-profit organization of individuals and families who are interested in supporting Zoo education, research, and conservation.

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As a FONZ, you and your family receive many benefits—publications, discount privileges, and invitations to special programs and activities—to make your zoogoing more enjoyable and educational.

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How FONZ Happened

It was like a gazelle walking into the middle of a pride of lions for us to start FONZ by declaring in the Articles of Incorporation that its "period of duration is perpetual."

Back then in the autumn of 1958 the Zoo staff, under its new, young director Dr. Ted Reed, was engaged in a desperate battle for the money to do something about the deteriorating buildings and grounds of the National Zoo. They believed there might be some value in a strong show of support by private citizens for a plan to make the Zoo worthy of Washington and the nation.

Meeting by night that first year at the nearby Cleveland Park Library, we hammered out the raw beginnings of the Friends of the National Zoo. Among others first involved were Tim Dillon, Russell Train, Max Kampelman, Mary Ellen Grogan, and Gerald Wagner. We had no money, no members, no place to meet—in short, nothing but a sense of timing that there might be an opportunity for a private citizens' group to help the Zoo.

In the beginning we concentrated on supporting development of a 10-year Master Plan for the Zoo. A noble idea. But we could not have taken into account that in the 1960's the Vietnam War would escalate and virtually destroy that early Master

Plan. On the Federal list of appropriations priorities going from A-Z, zoo comes last, and that is exactly where we ended up, with little money for planning or new buildings for most of the 1960's. Initially, our dreams realized only the renovation of the Bird House.

But FONZ held on, staying alive as a small membership organization, giving support where it could in an early zoo guide program and other educational efforts. Under the bold leadership of FONZ President Peter Andrews, we took on the development and management of the Zoo's first trackless train in 1969.

It was not an overstatement for me to say upon becoming FONZ President in 1973 that "this National Zoo is a national disgrace." It had quite literally been in a state of almost unrestrained deterioration of its physical plant since the 1930's. Only the new Bird House, opened in 1965, had brought a new touch to this promising wildlife setting along Washington's Rock Creek. The only other things that had come to the Zoo were largely the result of gifts from private supporters, such as the white tigers from Metromedia and the gorillas that I had brought from Africa. Even the horses then used for mounted police patrol came from my farm.

Underlying all of this was another force at work—the rapid extinction of natural wildlife habitat around the world. With it came tremendous pressure on zoos everywhere to

breed animals which could no longer be obtained from emerging Third World countries. The pandas obtained from China in 1972 were only one prominent example of this problem.

And so with active FONZ citizen support, the Zoo took over some 4,000 acres of land and buildings near Front Royal, Virginia, in 1973 as a breeding and research station for rare and exotic wildlife. It is fast becoming the most significant, controlled wildlife breeding project in the world.

By 1973 FONZ had a membership of 1,700, a net income of \$90,000 a year, and a full-time staff of ten.

One autumn Sunday in 1974, Dr. Reed and his deputy, Ed Kohn, came down to my farm at The Plains, Virginia, to talk about what seemed then a preposterous idea—that FONZ, a little charitable citizens' organization, consider developing a dramatic new plan for a multi-million-dollar food services program which saw eating as a part of the total experience of millions of zoo visitors each year.

A month later, I named a Task Force headed by Dr. Steve Hosmer (now President of FONZ) to study what was obviously the most challenging and promising goal FONZ had yet undertaken both as a responsibility as well as a financial source to expand our educational work. In short, with the Smithsonian's edgy approval, FONZ took over food ser-

vices on April 1, 1975. We did it, and no one has been poisoned yet. The men who have made all of this succeed are Sabin Robbins, who became our Executive Director in 1974, and his deputy, Dennis Baker. Mike Gill has done a superb job of professional food management.

In May 1976, National Zoo and FONZ officials hammered out a "white paper" establishing clear working relationships under the common "Zoo roof" between the growing FONZ staff and the regular NZP staff. After 18 years it was a major step in the maturity of FONZ. The agreement was a statement of joint determination to insure that a visit to the Zoo would become a significant educational experience.

Today FONZ manages all the Zoo's food services, its trackless train, gift shops, and public parking facilities. Proceeds are plowed back into a wide range of educational services.

Our permanent year-round staff is now 20 top calibre people plus some 150 more during the peak summer months. We have an annual operating budget of nearly two million dollars. FONZ recruits and trains some 50 volunteer guides who have conducted tours of the animal collection for more than 95,000 area school children. More than 250 volunteers donate hundreds of hours annually to preg watches and animal observation. Our new junior zoo aide program trains teenagers for special summer projects ranging from guided tours of the new Zoo to

presentations on endangered species.

FONZ has produced an international award winning educational film, "Zoo," and established a "National Zoo Hall of Fame" to recognize great people and animals in its history. It is staggering to realize what you have made possible.

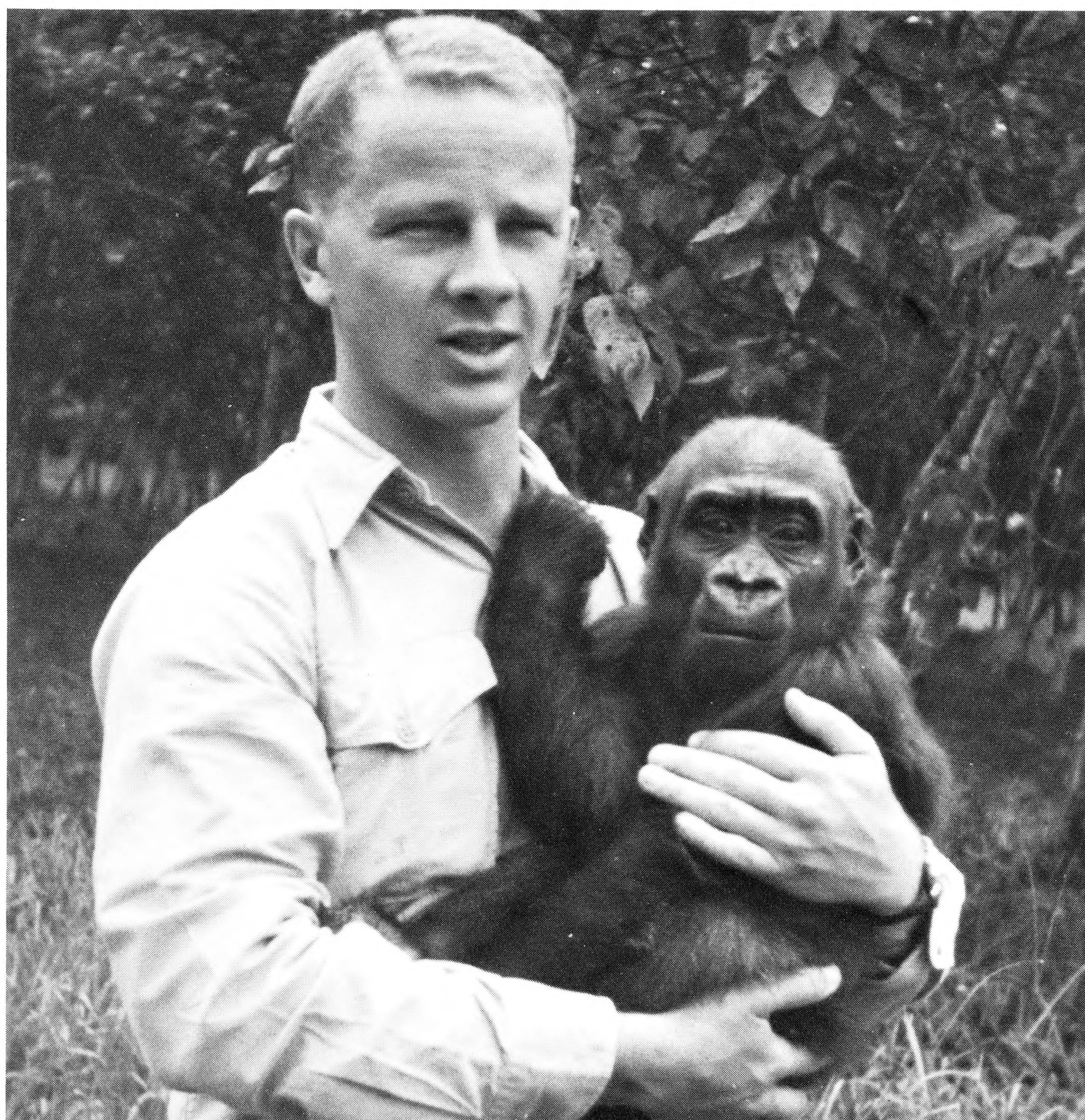
Over these 18 years, as someone put it so well recently, "We've come a long way baby."

The success of FONZ, though, really reflects a much broader change in the role of zoos and citizens together responding to the growing threat in this tightening world to our great wildlife heritage.

Wild animals must survive to be seen by our grandchildren—in places other than picture books. This work is unfinished.

Arthur W. Arundel
FONZ Past President

A gorilla gift in 1955 was the start of many Zoo contributions by Nick Arundel, a FONZ founder and President from 1973 to 1976. The little gift, "Nikumba," now weighs 417 pounds and can be seen in the Small Mammal-Great Ape Building.



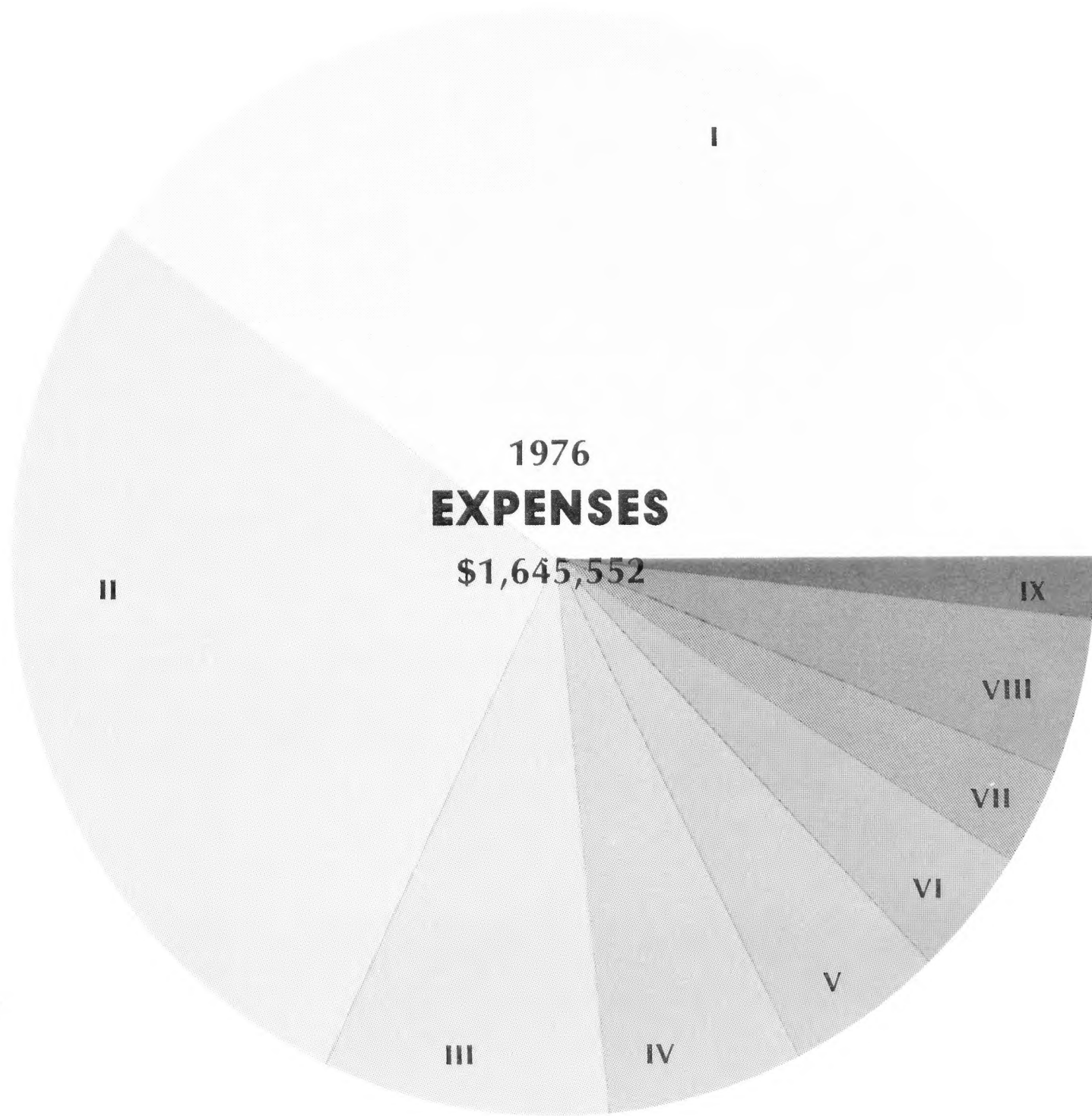
Treasurer's Report

Last year at this time I reported to you that the financial health of FONZ was very good and that prospects for the future were increasingly bright. May I state that we met and surpassed our projections and have, during the 12-month period since our last annual meeting, enjoyed the best financial year in FONZ history. This was in large part due to the significant expansion of FONZ operations at the

Zoo. First, we renovated the Mane Gift Shop to increase sales and storage capacity. Second, while in the second year of a five-year contract with the Smithsonian to operate food services at the Zoo, we added four ice cream facilities, completed renovations of all existing food outlets, and improved the quality and diversity of food items. These developments resulted in a substantial increase in FONZ gross profits which in turn have permitted us to devote more funds to educational, research, and other services at the Zoo.

For the purposes of this meeting, I will report on the 12-month period ending 31 August of this year. All comparisons will be with the previous 12-month period ending 31 August 1975.

During the last year, the gross income of FONZ rose to \$1,700,300 which is a 25% increase over the previous 12 months. (The following charts are for the full calendar year, 1976). The net profits amounted to \$140,358, which is a 32% decrease over the previous year. This was due to major increases



I Food Services	\$ 717,961	VI Publications	46,598	I Food Services	\$ 664,994	VI Publications	61,756
II Shops	597,983	VII Balloons	36,715	II Shops	428,982	VII Balloons	37,472
III Parking	165,627	VIII Education	27,850	III Parking	139,624	VIII Education	97,226
IV Membership	81,314	TOTAL	\$1,742,957	IV Membership	90,360	IX Zoo Support	42,408
V Trains	68,909			V Trains	82,730	TOTAL	\$1,645,552

in budgeted educational programs and substantial contributions to Zoo research projects, which will be described shortly.

The increases in revenue are attributable to the continued outstanding performance of the FONZ gift shop operations where profits rose 10% and to the fine year enjoyed by our food service operations.

This overall improvement in our financial picture is also reflected in the 55% increase in FONZ assets.

This growth in revenue has permitted FONZ to devote substantial funding to our educational programs, Zoo research projects, and other service activities at the Zoo. During the past 12 months, over \$107,000 has been expended for such programs, which includes a \$50,000 commitment of funds to support vital research both at the Zoo and the Front Royal Conservation Center. These expenditures represent a 107% increase over the previous year. Other activities funded by this money were our various guided tour and Junior Zoo Aide programs, classes, information services, special events, and development of an educational kit to be distributed with the film, "Zoo."

In the course of planning, financing, and executing this past year's programs, FONZ has benefited from the cooperation and support of the leadership and staff of the National Zoo and the Smithsonian Institution. We are most appreciative of their help.

FRIENDS OF THE NATIONAL ZOO BALANCE SHEET as of December 31, 1976

Assets

CURRENT ASSETS

Cash on hand	5,752.00
Cash in bank & on hand parking	13,296.79
Cash in bank reg & payroll a/c	27,701.48
Cash in savings account	95,602.09
Investments	67,329.80
Accounts receivable	3,630.18
Inventory	135,946.58
Bags & Supplies	5,190.19
Prepaid & Deferred Expenses	12,512.30
TOTAL CURRENT ASSETS	366,961.41

FIXED ASSETS

Restaurant Improvements	78,789.46
Shop Building	110,251.45
Furniture & Equipment	43,657.92
Library	1,871.59
Train Equipment	110,385.36
Parking Equipment	22,361.70
Restaurant Equipment	83,723.68
Restaurant Building	87,525.78
Accumulated Depreciation	382,213.30
TOTAL FIXED ASSETS	382,213.30

TOTAL ASSETS

749,174.71

Liabilities and Fund Balance

CURRENT LIABILITIES

Accounts payable	19,765.39
Acct pay Smithsonian Inst.	1,514.58
Accrued salaries	1,514.58
Accrued interest	9,981.96
Taxes payable	15,370.12
Notes payable—contra	14,329.07
TOTAL CURRENT LIABILITIES	3,947.15
	23,244.57

NOTES PAYABLE

Riggs Bank #6 shop	
Texkan	
Smithsonian Institute loan	153,737.50
Current portion—contra	157,684.65

UNEXPENDED FUND BALANCE

Balance—January 1	431,173.06
Suspense	.50
Net profit	137,071.93
TOTAL UNEXPENDED FUND BALANCE	568,245.49

TOTAL LIABILITIES AND UNEXPENDED FUND BALANCE

749,174.71

Education & Volunteer Services

Eight years ago, 17 newly-trained, stouthearted (and strong-limbed) women, using a station wagon as an office, began offering tours to school groups arriving at the Zoo parking lots. Over the years, the number of volunteers has increased and the means for contacting school groups have become more sophisticated, but FONZ guides have remained the primary interpreters of the animal collection for Washington area school children.

Since May, 1968, this enthusiastic corps of volunteer guides has introduced some 95,000 students to the wonders of the National Zoo. Eight different tours have been developed: World of Mammals; Vanishing Animals; World of Animals; Reptiles and Amphibians; African Animals; South American Animals; Adaptations; and Man: A Course of Study (special curriculum). Announcement brochures describing these tours and how much advance notice is needed for reservations are prepared and mailed twice a year to more than 1,000 schools/teachers throughout the area's seven school systems.

In the last three years, "house guides" (volunteers who specialize in the animals in a particular

house) have used their expertise to enrich the visits of uncounted "zoogoers." By answering questions, often illustrating their points with interesting anecdotes gained from years of personal observation, they have expanded the knowledge and awareness of all those with whom they have come in contact.

Each of the some 50 guides has undergone an intensive six-week,

55-hour training program which covers everything from evolution and adaptation to species-by-species data. Monthly meetings with speakers assure on-going training and awareness of special areas in zoology.

The start of the guide program signaled the real beginning of FONZ education. With the guide program as a foundation, new audiences and new volunteer

Babysitting white tigers is not a normal FONZ program. But in 1970, guide Peggy Siddall and 50 other volunteers helped out by exercising Moni, a three-month-old male born at the Zoo.



programs have developed. Bridge tables, masquerading as information booths, appeared in the park and were staffed by volunteers who were equally prepared to tell you the location of the nearest rest room or the gestation period of the porcupine.

“Preg watches” became an important activity for members. In a darkened Elephant House, quiet except for the occasional shuffle of a giraffe or the snort of a hippo, watchers have sat patiently waiting for first signs of labor in a pregnant Indian rhinoceros. Many animals, including giraffes, tigers, pandas, and cheetahs have been watched by hundreds of different volunteers. At one point, some particularly dedicated FONZ members even participated in a “preg listen” on the polar bears!

Today the preg watch program has been broadened to include behavior, breeding, and post-partum watches. Volunteers, on call day and night, have certainly done their share in contributing new and important scientific data.

A keeper aide program was launched in 1975 to enable a small group of high school and college students to serve as apprentices to National Zoo keepers. The Zoo’s Office of Animal Management assumed responsibility for inter-

More than 50 junior members became talented puppeteers in the summer of 1976 as part of the annual junior zoo aide program.



viewing and supervising these volunteers.

Since 1969 young members in the junior zoo aide program have provided summer zoogoers with everything from short tours and information on endangered species to an "inside" explanation of Zoo reconstruction. The enthusiasm of these volunteers is always welcome, and their dedication has sometimes given us cause for surprise . . . like the time a zealous junior member stood in the road and stopped a FONZ train so he could tell the riders what they could do to save the bald eagle!

The junior zoo aide program varies each year. Last summer, 55 volunteers (ages 12 to 16) entertained and enlightened thousands of Zoo visitors by presenting puppet shows around the park. Each of the four different shows was designed to persuade visitors not to feed or tease the animals. Whether the puppet character was a bear with a stomach ache or a tiger upset by the trash thrown into his yard, the real stars of the show were the hard-working junior members who transmitted their caring and their ingenuity through their performances. The program was such a success that people came to the Zoo just to see the shows!

When the guide, information, pre-watch, and junior zoo aide programs began, they were primarily maintained by volunteers

who worked long, hard hours. These programs rapidly expanded so that by 1972, FONZ hired a full-time staff person to help lift the burden of the volunteers who were by then literally swamped with work. Today a full-time professional staff of four oversees a diversified educational effort.

To complement the extraordinary work of the guides, a series of "pre-tour" materials has been developed for use in the classroom before a Zoo visit. Color slide sets and an accompanying narrative introduce Zoo animals to children coming on field trips. Self-guided tours with materials for use in the class and at the Zoo have been created for teachers bringing groups that will not have guided tours. With their "self-guides," teachers can take their classes from the tigers to the toucans, telling their students about the natural history of the animals on the way. Since 1973 more than 60,000 school children have been brought to the Zoo by teachers who have requested and received FONZ materials in advance.

One of the most successful education projects has been the production of "Zoo," a film made especially for elementary school children. The 20-minute sound and color film provides a unique opportunity to go behind the scenes and appreciate the 24-hour character of the National Zoo. Made available to all area school

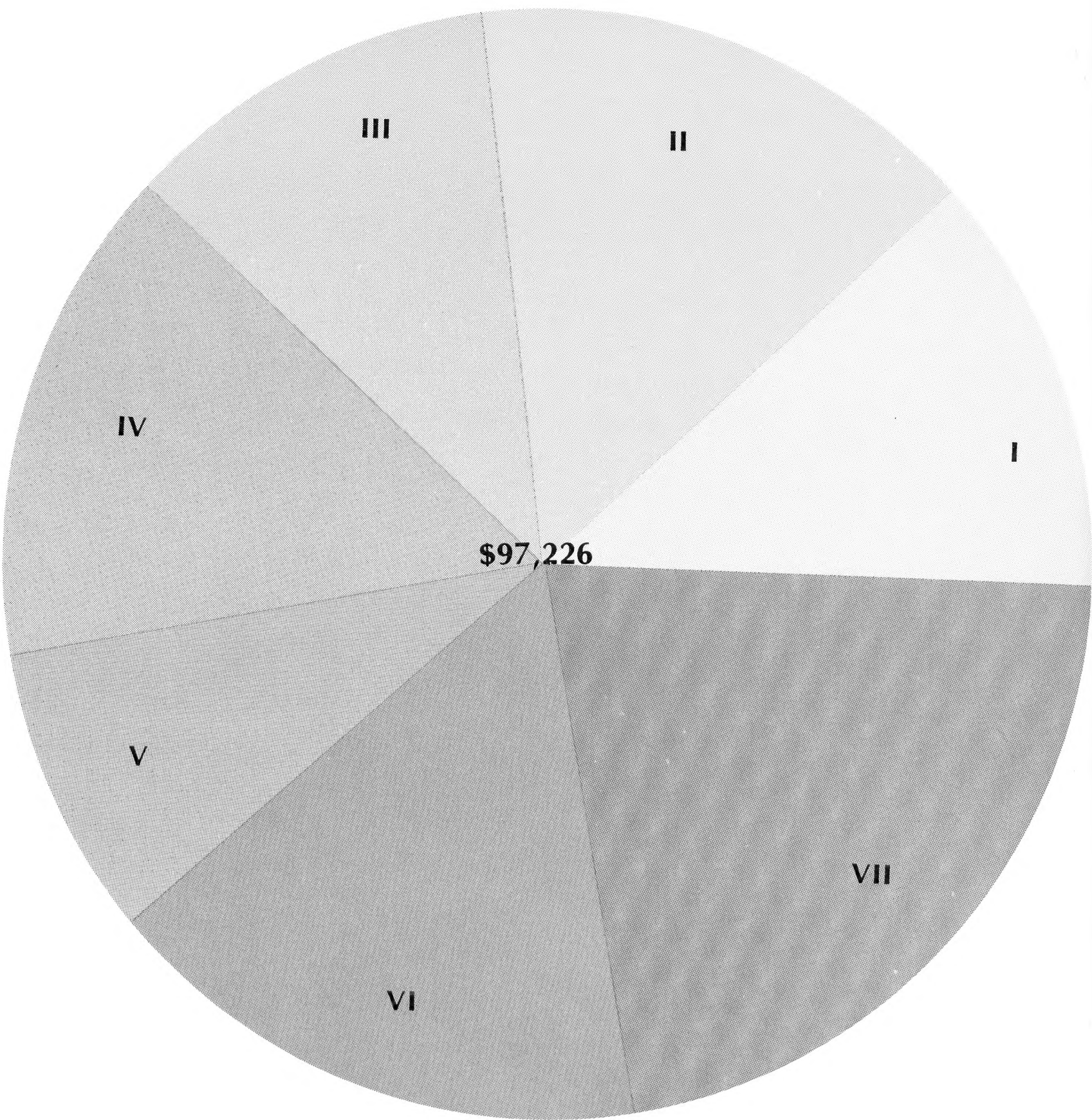
systems and libraries, the film has enabled thousands of students to see the Zoo veterinarian operate on an injured zebra and keepers prepare food trays at 2 a.m. for Bird House inhabitants. Produced by FONZ and filmed by NVETA (Northern Virginia Educational Television), "Zoo" has already won more than a dozen national and international awards and enjoyed considerable success in nationwide distribution.

To further expand the educational impact of the film, a film kit called "Zoo Box" has been developed and tested for local and possibly national distribution. The innovative kit includes background information on the National Zoo plus project activities focusing on primates, large mammals, birds, turtles, and classification. The specific activities have been designed for multi-purpose use in the classroom or at the Zoo or even independent of the film.

In 1974 FONZ acquired a room at the Zoo to offer classes to members for the first time. Happily, the membership has responded enthusiastically to everything from "Ark in the Park" to "Learning as a Biological Trait." The availability of several more classrooms in the new Administration-Education Building will enable expansion of these popular Zoo classes for all ages.

A growing FONZ membership has provided the impetus for a new educational effort. Now in its second year of publication, a bimonthly newsletter, *Paw Prints*, highlights an animal in the National Zoo collection and features Zoo news and projects in animal arts and crafts. Many readers have submitted riddles, games, and puzzles which have been published along with columns written by junior members who serve on the newsletter staff.

Education is often thought of as a process of formal schooling, but FONZ education is more often than not an informal process. Whether planned for members or school children, FONZ programs are designed to engender respect for forms of life other than our own—to open our eyes to the world of which we are a part—to see and to wonder.



EDUCATION PROGRAMS AND RESEARCH

I	Guide/Docent Program	\$11,977
II	Self-Guided Tours	13,820
III	Guided Tour Program	11,551
IV	Junior Zoo Aide Program	13,350
V	Zoo Box	10,239
VI	Zoo Classes	14,371
VII	Research Projects	21,918
	TOTAL	\$97,226

Upcoming Trips

Birds and Beasts of the Eastern Shore, Saturday, March 12

Cost: \$15 per person

If you'd like to spend a day with bison, llamas, and thousands of wild geese and ducks, this trip to the Eastern Shore of Maryland is ideal. First stop is the Cambridge Yacht Basin for a close-up look at the antics of diving ducks. Then it's three hours in a bird lover's paradise—Blackwater National Wildlife Refuge. More than 11,000 fresh-pooled, tidal acres shelter the greatest concentration of waterfowl in America. Some 220 species have been seen here and dozens nest in spring and early summer. You'll travel a special 2.5 mile wildlife drive, search for bald eagles atop a lookout tower, and learn about the area's wildlife riches from exhibits at the Visitor's Center. Two FONZ bird experts will accompany the group to identify and describe species and answer questions. Be sure to bring along your binoculars, cameras, and Peterson's guides. A bring-your-own picnic, with FONZ providing drinks, will be enjoyed here.

Next comes a two-hour visit to the small but charming Salisbury Zoo. Emphasis is on North and South American animals, and you'll see the world's only exhibit devoted to the endangered Delmarva fox squirrel. Among the 85 different species are some not seen at the National Zoo, like capybara, bison, and llama.

The day ends with dinner at the famed Tidewater Inn in historic Easton.

Chartered bus departs from the Zoo's Mane Restaurant at 8 a.m., Saturday, March 12, 1977, and returns about 9:30 p.m. Cost: \$15 per person, which includes everything but the b.y.o. picnic and dinner at Tidewater Inn. A menu will be sent with confirmation. Tour is limited to 30. Children must be 13 and up, and 13-16 year-olds must be accompanied by a adult.

New York Weekend Saturday & Sunday, April 16-17 Cost: \$70 per person

Where can you see exotic birds from three different altitudes of a rain forest; watch bats and owls wing through a House of Darkness; and marvel at bizarre-nosed proboscis monkeys? Only at New York's Bronx Zoo, one of the world's greatest.

The Zoo has prepared a red carpet welcome for FONZ members—lunch reception in the staff dining room, trackless train ride through the grounds with a curator, and docent-assisted tours in exhibit buildings.

Saturday evening will be free to explore the food and entertainment fare of New York City with accommodations at the centrally-located Americana Hotel. Theater information will be sent along with confirmation. On Sunday, you'll be taken to the Metropolitan Museum of Art, Guggenheim, or Central Park to enjoy on

Spring Calendar 1977

March 5

Guided tours of the Zoo for Senior and Couple Members at 10:00 a.m. and 1:00 p.m. Call 232-7700 for reservations.

March 12

Day trip to Blackwater National Wildlife Refuge and Salisbury Zoo. See story in this supplement for information.

March 26

Guided tours of the Zoo for Junior Members. Three to nine year olds at 10:00 a.m. with one parent; ten to eighteen at 1:00 p.m. Call 232-7700 for reservations.

April 16 & 17

Weekend in New York. See story in this supplement for information.

April 24

Treasure Hunt in the Zoo for family teams. 10 a.m. to noon. See next ZooGoer for further information.

April 30

Day trip to Baltimore Zoo. See story in this supplement for information.

May 15

Treasure Hunt in the Zoo for adult teams of two. 10 a.m. to noon. See next ZooGoer for information.

June 10

ZooNight

June 24

ZooNight

your own. A boxed dinner will be served during the bus ride back to Washington.

Chartered bus leaves the Zoo's Mane Restaurant at 8 a.m., Saturday, April 16, and returns about 9 p.m. on Sunday, April 17. Cost: \$70, which includes transportation, double room occupancy at the Americana Hotel, lunch at the Bronx Zoo, and dinner on return bus trip.

Baltimore Zoo

Saturday, April 30 (Raindate

Sunday, May 1)

Cost: \$10 for adults, \$7 for children

A rare treat awaits FONZ members on this trip. A guided tour of the Zoo includes a behind-the-scenes look at the breeding facilities beneath their remarkable Penguin Island. The group will join the guides for lunch, as part of a special and comprehensive look at the 1,000 animals of 340 different species that roam this 142-acre Zoo. Highlights include friendly emus, llamas, and deer that wander freely, a dramatic bear exhibit, a children's petting area, and a house built just for hippos.

Chartered bus departs Zoo's Mane Restaurant at 10 a.m., Saturday, April 30 (raindate, Sunday, May 1), and returns about 4 p.m. Cost: \$10 for adults, \$7 for children under 12.

REGISTER NOW ON PAGE 14!

As you shiver, slide, and shovel snow, think what it would be like to visit kangaroos and koalas in sunny Australia, swim with sea lions off the

Galapagos Islands, or safari through Africa.

These and other adventures are being offered FONZ members in three upcoming wildlife trips. Each trip has been designed to see and study first-hand some of the most remarkable wildlife areas in the world. Special activities, "behind-the-scenes" tours, and private receptions have been planned to insure a truly out-of-the-ordinary travel experience. At the same time, each trip provides maximum comfort, the finest accommodations, and is led by a FONZ official and a wildlife expert. For information or reservations on any of these trips, contact the Office of the Executive Director, 232-7700.

South Pacific-Australia-New Zealand, October 7-28, 1977

Some of the world's most fascinating wildlife—from duck-billed platypuses to albino kangaroos—star in this three-week tour of the South Pacific, Australia, and New Zealand. After several days in Fiji for a glass-bottom boat cruise, native feast, and fire dancing, the group will spend nine days in Australia. Emphasis will be on seeing close-up the remarkable wildlife of the "down under" continent—bounding kangaroos, koalas, colorful birds, even a parade of fairy penguins. Special receptions and tours of zoos and wildlife sanctuaries will provide an inside look at the unique flora and fauna of the area. The group will then spend six

days in scenic New Zealand for a cruise to a remote wildlife island and special look at kiwis. There will be visits to Maori villages and exploration by boat of a glow worm grotto. The final three days will be in paradise—Tahiti—for beach-combing, the Gauguin Museum, and a romantic island cruise.

The group is limited to 20. The cost is approximately \$2,700 per person, which includes a \$100 contribution to FONZ.

Galapagos Islands, July 15-26, 1977

Only a very few spaces are still available for this fly-and-cruise adventure to perhaps the most unusual natural phenomenon in the world. The wildlife sights that amazed Darwin—and triggered his theory of evolution—remain the same in these remote islands far off the coast of Ecuador. Here live giant tortoises, dragon-like land and sea iguanas, penguins, booby birds, flightless cormorants, and Darwin's finches to name only a few. So "tame" is the wildlife that birds will land on your shoulder and fur sea lions will likely join you in swimming. Prior to exploring the Galapagos by comfortable cruise ship, the group will visit the capital cities of Bogota, Columbia, and Quito, Ecuador. Optional, post-tour excursions include a trip to "the Lost City of the Incas," Machu Picchu, and a jungle cruise down the Amazon.

The cost is approximately \$1,500, which includes a \$100 contribution to FONZ.

Junior Safari to East Africa, July 20-August 10, 1977

Don't wait too long to go on safari, because there won't be much left in a few years—so say concerned wildlife experts. To give junior members what could be a last chance to see closeup the large herds of big game, FONZ has planned a very special, three-week study safari to East Africa just for ages 13-19.

Although the trip promises to be an exciting and fun adventure, emphasis will be on the study of African wildlife and conservation. Only 18 will be accepted, so that this small group will have the rare opportunity not only to see the big game of Africa but to talk with noted experts. The FONZ group will meet with Joy Adamson, who wrote about raising Elsa, her lioness, in *Born Free*, and Ted Goss, chief warden of Tsavo National Park, who will report on his anti-poaching campaign. At Olduvai Gorge, Dr. Mary Leakey, wife of the late Dr. Louis Leakey, will show the group just where she discovered remains of earliest man.

In Nairobi, FONZ junior members will meet with African teenagers involved in wildlife conservation.

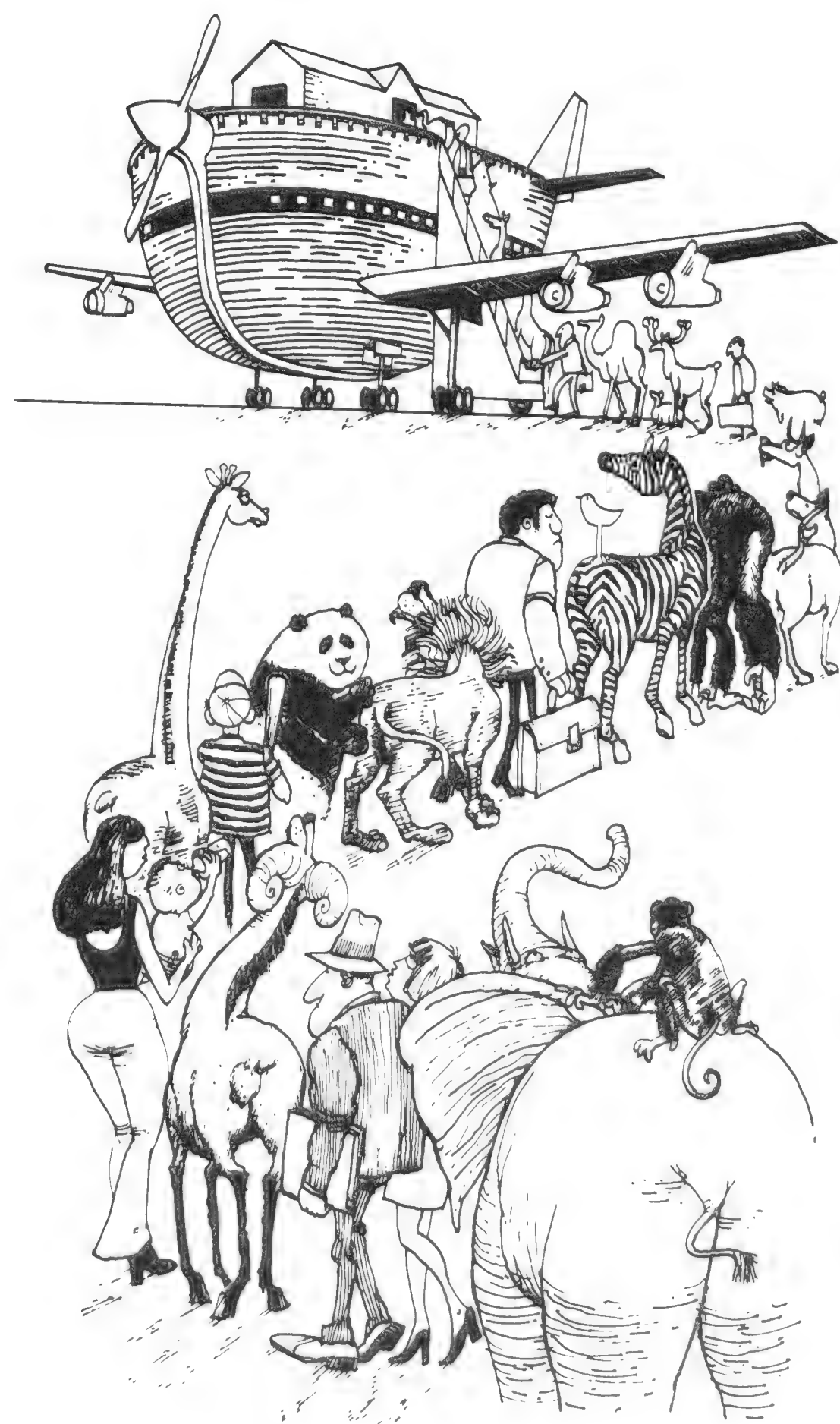
There will be seven nights in private tent camps out in the bush, three of which will be at the foot of snow-capped Mt. Kilimanjaro exactly where Ernest Hemingway used to camp. Other highlights include game viewing hikes with a naturalist, visit to Masai manyattas or encampments

to meet the six-foot warriors who will perform war dances, and an all-night game watch at The Ark overlooking a waterhole in the game-filled Aberdare Forest.

After a day's stopover and tour of London, the group will spend several days exploring the beaches and marine life around Kenya's ancient Arab seaport of Mombasa before flying to Nairobi for briefing by wildlife officials. Nearly two weeks will be spent "in the bush" on safari through the most famous game areas of Kenya and Tanzania—the Serengeti Plains, Ngorongoro Crater, Masai-Mara, Samburu, Amboseli, Tarangire, Mzima Springs, and Tsavo. Using private tent camps and park lodges (some with swimming pools!) as bases of operations, daily game runs will search out herds of elephants, giraffes, lions, hippos, rhinos, leopards, and cheetahs. The trip has been timed to witness one of the world's most remarkable sights—the migration of tens of thousands of wildebeest and antelope across the Serengeti.

The trip price of approximately \$2,380 includes airfare, first-class accommodations, meals, tips, taxes, and lectures. The group will be lead and chaperoned by the Executive Director of FONZ and his wife, and assisted by a professional safari guide and wildlife expert. Participants will be accepted only after interviews by the Executive Director. Prior to departure, the group will be invited to the National Zoo for a series of special tours, films, and lec-

tures on African wildlife, people, history, culture, and language. Further information may be obtained by contacting Sabin Robbins, Executive Director of FONZ.



FONZ ACTIVITY REGISTRATION FORM

Name: _____

Daytime Phone: _____

Address: _____

Zip Code

Title of Activity	Number Attending	Price Per Person

Mail registration form with check to:
FONZ
c/o National Zoo
Washington, DC 20009

TOTAL ENCLOSED _____
MAKE CHECKS PAYABLE TO FONZ

ATT: Membership

So that we may offer activities you would enjoy, please use the space below to list places you would like to visit and things you would like to do:

_____ nature walks; _____ camping; _____ hiking; _____ other (list below)

Research Support

Elephants in Ceylon, bluebirds in Virginia, nocturnal lizards, golden-haired monkeys, TB-infected animals: all have benefited from FONZ-sponsored research programs designed to help threatened wildlife around the world.

Chartered to support education, research, and conservation programs at the National Zoo, the Friends concentrated its initial efforts in the areas of school education. However, as early as 1967, FONZ indicated its commitment to conservation and research by helping fund a field study of elephants in Ceylon by the Zoo's research scientist, Dr. John Eisenberg. His recommendations for their management, captive breeding, and protection paved the way for improved conservation of a threatened species.

As FONZ expanded its revenue-producing activities, it increased financial support for research and conservation programs.

In 1976 the Friends provided partial or complete support for three scientific symposia on arboreal folivores (leaf-eating tree dwellers), marmosets, and mycobacterial (tuberculosis) infections of Zoo animals. FONZ gave \$10,000 each for publication of the proceedings of the folivore and marmoset conferences, and \$10,000 for the organization and operation of the

mycobacterial infections symposium. Symposia are costly to hold, and the Zoo would not have been able to support three conferences and pay for publishing the proceedings as well.

The benefits of such conferences are many and varied. Leading scientists from as far away as Central America and Europe were able to get together to share ideas and information. National Zoo personnel got information that will be valuable in the care and breeding of zoo animals. The conferences enabled students to hear, talk to, and learn

from outstanding authorities in various fields. In the case of the mycobacterial conference, FONZ aid enabled the symposium to take place at a time when tuberculosis in zoos was becoming a critical problem. This conference resulted in new and consistent TB diagnostic techniques. FONZ support also made possible the publication of symposia proceedings to be sold at a reduced rate, which increased the circulation and availability of this information to professional zoologists around the world. The benefits from these symposia will help save animals for years to come.

Learning by observing, FONZ-supported researchers aided the Zoo in its vital breeding program to save the endangered golden marmoset from extinction.



The Friends also provided \$2,500 to help a zoo veterinarian, Dr. Clint Gray, organize seminars on exotic animal medicine. The funding enabled Dr. Gray to develop audio-visual materials for a personal lecture series and to bring seminar speakers to the National Zoo. This program has helped Dr. Gray disseminate his vast fund of knowledge in exotic veterinary medicine to his colleagues and students across the United States, and it has also brought noted veterinarians here to share their knowledge with zoo personnel. The program has promoted better health care for captive exotic animals here and at other institutions.

A key area of FONZ aid in 1976 was the student intern program. This program enabled six students from four universities to work under four NZP scientists in four different research programs. The students' work was invaluable, and their projects are briefly summarized below.

Elizabeth Scheibel from Mount Holyoke College was a summer intern working on golden lion marmosets. Only a few hundred of these golden-haired monkeys survive in a shrinking jungle area of Brazil, and the National Zoo has led the way in the study and breeding of captive groups. Ms. Scheibel reviewed three years of golden lion marmoset data and prepared it for computer analysis. Elizabeth also sorted hundreds of feet of film in preparation for a movie on marmoset behavior.

In addition, she made behavioral observations on parental care and food sharing.

A University of Pittsburgh student, Robert Hoage, received \$5,000 for a one-year pre-doctoral internship to study golden lion marmosets. His goal was to describe the development of social and sexual behavior in the golden lion marmoset. Mr. Hoage spent over 600 hours observing the behavior of eleven infants and fourteen juveniles. He concentrated on how often infants were carried by adults and juveniles and compared delivery and care of newborns by first-time parents and by experienced parents.

The marmoset program is one of the Zoo's success stories, and the help of the interns has added greatly to our knowledge and has assured us of continued leadership in the breeding and husbandry of this endangered species.

Lucia Jacobs from Cornell University studied the Père David deer at the Zoo's Conservation and Research Center in Front Royal, Virginia. Lucia is fluent in German and worked for one month in Europe translating (from German to English) difficult-to-obtain papers on deer behavior and management. She then returned to the United States for behavioral observation of the Zoo's herd, which is the fourth largest breeding group in the world of a species which no longer survives in the wild.

Susan Merritt, another Mount

Holyoke student, also studied Père David deer and transcribed her taped observations and those of others. Although these deer have been kept in captivity for more than 70 years, the FONZ-sponsored program was the first time that individual behavior had been scientifically studied. These observations will allow the National Zoo and others to better manage their herds for maximum reproductive success of this endangered species.

Bruce Goff, a student at the University of Wisconsin, studied increasingly threatened blue birds also at the Conservation and Research Center. His goals were to observe the foraging habits of nesting birds and to determine how much help the first brood was in the feeding of the second brood.

The blue bird study was an example of the Zoo's concern for natural populations. Both at Rock Creek Park and at the Conservation and Research Center, the National Zoo has a commitment to conserve the natural fauna and flora as well as exotics. Ornithologists are worried about the decline of the blue bird due to nest-site competition from introduced sparrows and starlings. The FONZ-sponsored study focused on reproduction in an effort to learn how to improve blue bird breeding.

A student from the University of Maryland, Tom Keefer, worked on the behavior and ecology of three introduced geckos (a small nocturnal lizard) in southern Florida.

Tom spent over 400 hours in field observation to obtain data on sex ratios, activity and reproductive cycles, individuals movements, home range, thermal ecology, and behavior.

The gecko field work yielded invaluable information about a little known, unusual, and interesting group of lizards. By learning about the behavior and ecology of these free-living geckos, we will hopefully improve our chances of maintaining and breeding these animals in captivity. Although the Zoo is a leader in reptile breeding, there is still much

to learn. Some of it can only be learned through such field studies.

One of the most important things about the intern program was that it benefited the students. These young people were able to try out a possible career as a scientist. They also gained experience with scientific techniques and equipment. The students were pleased with their work and returned to school with renewed enthusiasm and direction.

FONZ financial support to the research and conservation programs

of the National Zoo has been invaluable. This aid, when combined with the existing programs, personnel, and facilities of the National Zoo produced important benefits to the Zoo, the international scientific community, and the world's animal conservation efforts. It is hoped that we can continue to cooperate and that our successes will multiply.

By Dr. Dale Marcellini
Research Curator

Pioneering behavior studies to improve breeding of the Zoo's herd of rare Père David deer were among several FONZ-sponsored research projects in 1976.





Membership & Publications

"Put a panda in your life . . . join the wildest club in town . . . freak out on fauna . . . have a beastly good time . . . BE A FONZ!"

So say hundreds if not thousands of bumper stickers in the Washington area. Though the slogans are different, the message is the same. Membership in FONZ is fun, educational, and most importantly, it helps support and save endangered wildlife.

In the beginning (1958), there were just three Friends of the National Zoo. Even as late as 1973, there were fewer than 2,000 members. Today (1976), thanks to bumper stickers, mailed invitations, radio and television announcements, and other recruiting activities, more than 18,000 men, women, and children prove they care about helping the National Zoo by being a FONZ. In fact, FONZ now ranks among the three largest zoological societies in the United States.

Growth in members has been matched by a rapidly expanding series of special events, activities, and publications to better serve more and more members.

Having fun while learning about wildlife has made the annual ZooNight one of the most popular FONZ activities. Free T-shirt screening was featured in 1976.

One of the most popular member benefits has been the bimonthly, illustrated *ZooGoer* magazine, which you have in your hand right now. Winner of a graphics award for excellence from the American Association of Zoological Parks and Aquariums, *The ZooGoer* was enlarged and redesigned in 1975 for improved readability and visual impact. Wildlife illustrations were upgraded and content coverage broadened to include FONZ activities and book reviews as well as Zoo news. Timely wildlife features by experts have also been included. Special issues have been devoted to new or major animal exhibits at the Zoo, such as the Monkey House, Panda, and Lion-Tiger Hill guides. Throughout 1975, *The ZooGoer* made available to readers a limited edition series of zoo animal lithographs created exclusively for FONZ by the National Zoo's official artist, Warren A. Cutler.

Also in 1975, FONZ launched an entirely new publication just for junior members. Called *Paw Prints*, the eight-page newsletter has featured animal stories written by junior members plus craft projects, puzzles, games and contests, with prizes. *Paw Prints* has proven an instant hit as evidenced by the constant stream of letters and submissions sent in from among its 8,000 junior member audience.

Several programs have been

designed to enable members to learn more about—and so to enjoy more—their National Zoo.

Throughout the fall and winter seasons when Zoo animals are most active and visitors are few, FONZ guides have conducted special Saturday walking tours for members who make advance reservations. The monthly, two-hour guided tours have been free—along with the complimentary hot cocoa!

When new animal exhibits open (which has been happening at least once a year thanks to Master Plan building!), FONZ members have been invited to special preview parties and behind-the-scenes tours. The fall Annual Meeting has often included special slide talks, exhibits, or

animal demonstrations along with elections and reports.

Perhaps the most popular event of the year has been ZooNight, traditionally held on a warm spring evening when the Zoo is closed to the public. In 1976 there were two ZooNights to accommodate the larger membership. Special events have included behind-the-scenes tours, animal keeper exhibits and demonstrations, animal art exhibits, puppet shows, and musical concerts on the glockenspiel. Free refreshments, train rides, and souvenir gifts have been part of nearly every ZooNight.

Zoo classes for all ages have been conducted in the fall, winter, and spring terms for members interested in a more in-depth ex-

posure to animal life at the Zoo. Curators and keepers have taught a wide variety of subjects such as “Animal Lifestyles,” “Young Animals,” “Zoo Photography,” “Principles of Animal Behavior,” and the frequently offered “Behind the Scenes” series.

Even greater involvement has been possible through participation in the volunteer programs administered by the Education Department. Members have been invited to become Zoo guides, preg watchers, shop aides, and junior zoo aides. These programs are detailed in the report on Education Programs starting on page 7.

Of course, FONZ members are encouraged to take advantage of such special Zoo privileges as

A boat cruise to see wildlife along Maryland’s Patuxent River was one of several special outings and tours offered members throughout the year.



Membership Profile

Are you a college graduate working in government or education who reads *Time* magazine, listens to WMAL, and believes strongly in saving wildlife? If so, you are a "typical" FONZ, according to a 1975 survey made by students in a marketing research class at George Mason University.

During the spring of 1975, 800 questionnaires were mailed to a stratified, random sampling of members. A high 34% responded.

The 50-question survey was designed to find out what kind of person joined FONZ—and why—, what they liked best about the benefits and programs, and what changes they would make in either the scope or scheduling of the activities.

Not surprisingly, the survey revealed that FONZ members are frequent Zoo visitors. Six out of ten come one to five times a year, usually on the weekends. The vast majority come by private car and with their family. Their favorite exhibits are big cats, birds, pandas, elephants, bears, and monkeys, in that order.

Three out of four joined FONZ after a Zoo visit, through the recommendation of a friend, or in response to a mailed invitation. The survey indicated that the main reason for joining was to contribute to a worthy conservation cause. Leisure and

educational opportunities were suggested as other major attributes.

More than half ranked the Zoogoer magazine and free parking privileges as the most valuable membership benefits, followed closely by lectures, trips, classes, and volunteer opportunities.

Questions soliciting suggestions for improvements of member benefits drew little response. Those who did respond suggested scheduling activities for weekends, especially Sundays. Some disliked evening activities and felt certain events were too crowded. Happily, more than 80% liked the current programs, felt the cost of membership was very fair, and indicated that they would renew their membership.

What age groups and educational backgrounds are represented in FONZ? Where do they live and work? More than two-thirds of those who responded were females, over half were married, and more than one-third had lived in the Washington area for more than 20 years. Nearly 33% were ages 31-45, 19% were 21-30, 18% were 46-60, and 12% were under 18. Four out of ten lived in Maryland, the same proportion in the District. Virginians represented 19.2%. Understandably, more than a third lived less than five miles from the Zoo, 29% from 5 to 10 miles away. Far above the

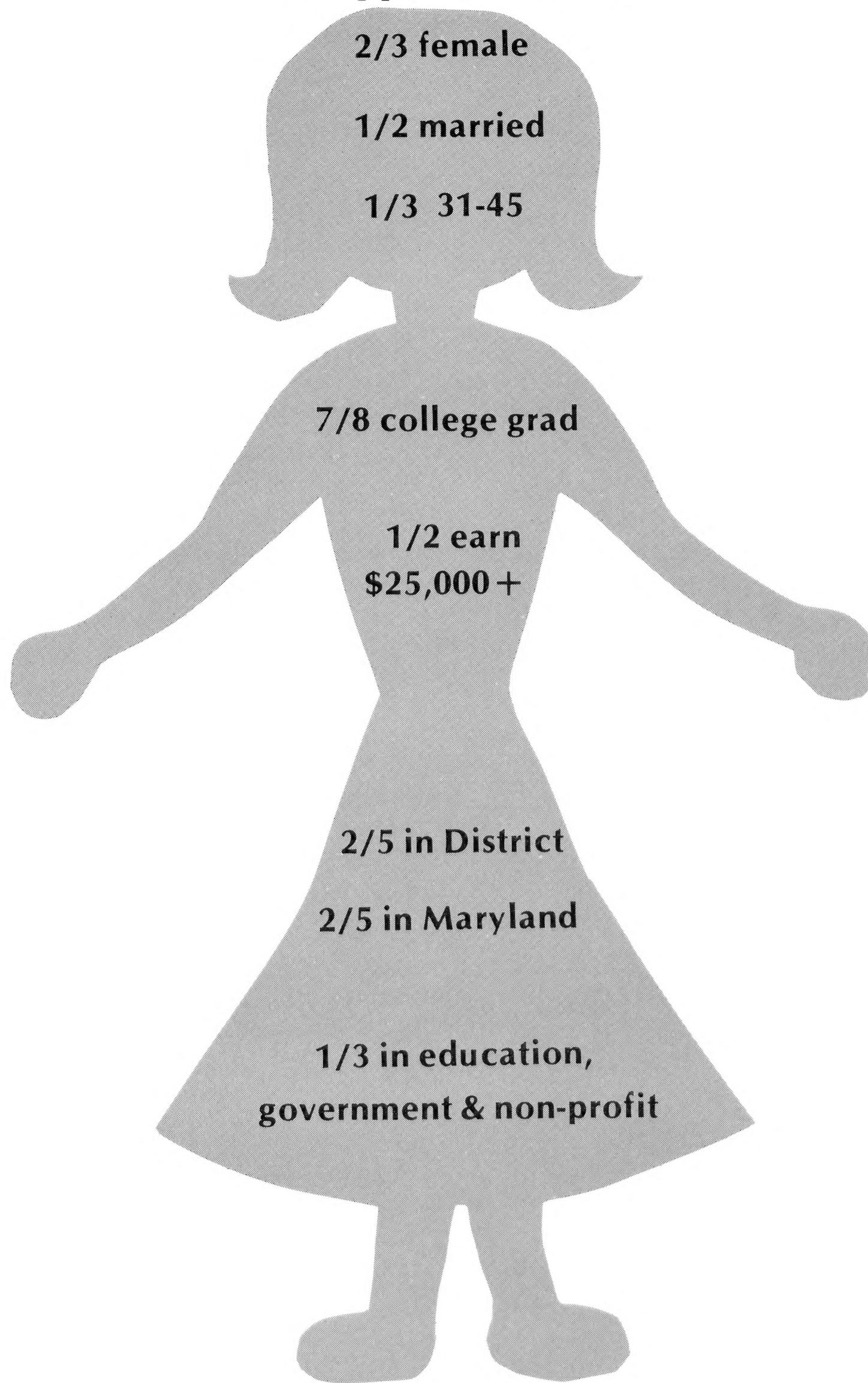
national average in education, a whopping 85% of all FONZES are college graduates. A third have post-graduate degrees! More than a third of all members worked either in government (including military), education, or other non-profit services. More than half earned \$25,000 or more a year.

Favorite newspaper was the *Washington Star* (65%), not the *Post* (49%). *Time*, *Smithsonian*, *National Geographic*, and *Newsweek* topped the list as most read magazines. Radio dials were most frequently tuned to WMAL and WGMS.

FONZ members emerged as activists and supporters of the conservation cause. A fourth of all members also belonged to the National Audubon Society, a fifth belonged to the Wilderness Society.

The findings are both encouraging and helpful in providing many useful insights into how the membership program is viewed by members as well as what the actual makeup of the membership is. FONZ is now in a better position to tailor membership privileges and programs to members' interests and to identify and approach similar groups of people who might be interested in being a FONZ.

A Typical FONZ



free parking, half-price rides on the trackless train tours, and a ten percent discount on purchases at the gift shops.

Other FONZ programs have been organized to introduce members to the wonderful world of wildlife outside the National Zoo. An annual film-lecture series has been offered in recent years in cooperation with the Audubon Naturalist Society and the Smithsonian Associates. Among the renowned naturalists who have presented these monthly programs have been Marlin Perkins, Roger Tory Peterson, and Roger Payne.

First-hand exposure to wildlife has been provided by up to six local and foreign field trips each year. FONZ members have learned about the breeding of rare whooping cranes at Patuxent Wildlife Refuge, cruised the Chesapeake Bay with ecologists from the Chesapeake Bay Center, gone behind the scenes with keepers at the Baltimore and Philadelphia Zoos, and been on safari through East Africa.

Keeping track of all these programs and publications is the full-time responsibility of a staff of three with indispensable help from a large but friendly computer!

In short, never before have there been more FONZ members, more FONZ activities, or more FONZ support for the National Zoo.

Visitor Services

Headline news for one Washington newspaper in 1937 was as follows:

NEW ZOO RESTURANT.

The needed quick Zoo Resturant should be rebuilt and put a bran new one up. Because every time it rains the water leaks through the top and than all of the popcorn is ruined and the keeps cant tell whitch is the ruined popcorn and they sell it too. there customers and they feed it too the girrafes and make them get a soar throat and that would be to bad because then they could get nomonia and die and then the children of Wash- ington would start getting tubercu- losouse so you can see how much the Zoo needs a new resturant. It needs to be much bigger too be- cause on Sunday the store is so jammed thr ough that you can hardly breath. The editor in chief wrote too the head of the WPA and he wrote back that the Treasury was empty and that it would be quite a while before they would be able to spend some money on the Zoo.

Somebody get us a new one quick.

The paper was "Nicky's News." The editor, as well as reporter, typist, designer, publisher, and deliverer was Arthur W. Arundel, age 8!

Thirty-eight years later, on April 1, 1975, Arthur "Nicky" Arundel, as President of FONZ, joined Zoo Director Ted Reed to enjoy the first Zoo hot dog prepared and served

by FONZ. Food services, after 40 years of being run by private concessionaires, had joined the souvenir-gift shop, trackless train, and parking operations as part of FONZ-managed visitor services at the National Zoo. By the end of 1976, FONZ-operated facilities included a refurbished and redecorated Mane Restaurant-Cafeteria with inside, air-conditioned seating for 125 and alfresco patio seating for 350; a Panda Gardens cafe with umbrella tables, German sausages, and draft beer; a modern Pop Stop building serving cold drinks and hot popcorn; four ice cream-snack kiosks; two large and attractive souvenir-gift facilities; two balloon kiosks; four trackless train units; and four parking areas.

Unlike a private concessionaire, the non-profit nature of FONZ guaranteed that all net proceeds would be plowed back into education, research, and conservation programs directly benefiting the National Zoo. In 1976, for instance, more than \$160,000 derived from visitor service income supported a broad range of vital education and conservation programs (these programs are detailed on pages 7 through 10).

At the same time, special efforts were—and are—being made to insure fast and friendly service in every activity. Each product sold—whether 100 percent beef

hot dog or hand-crocheted panda from China—must be of first-rate quality at a fair price. Souvenirs are chosen for their workmanship, lasting educational value, and accuracy in depicting animals. High-profit "best sellers" like cheap monkeys on sticks are not sold. Even the uniforms, signs, decor, and paper containers that are used throughout FONZ facilities have been custom designed by professional designers to bolster the master graphics of the Zoo.

The expanding and improving of visitor services has been a major FONZ activity in recent years. To make gift and souvenir shopping better and easier than ever before, a new Panda Shop was built in 1975. Large showcase windows display a wide variety of panda gifts, many one-of-a-kind items made specially for FONZ. In 1976, the Mane Shop was refurbished and enlarged to provide more sales counters to better serve peak crowds. Separate balloon kiosks were built alongside each gift shop. New gifts and souvenirs were developed, with emphasis on hand-made items. Most popular were panda items, special Zoo T-shirts, and a variety of inexpensive animal jewelry. A year-round shop staff of five increases to more than twenty with temporary help during the busy summer season.

Future plans call for a small book and print store to open in the new Administration-Education Building.

A trackless train service began at the Zoo as a privately run concession in 1969, but was taken over by FONZ in 1972. Each of the four rubber-wheeled locomotives can pull a maximum of three coaches and 75 passengers. The narrated "safari" train passes Lion-Tiger Hill, the Reptile, Small Mammal, Elephant, and Panda Houses and through the Bird House Hill area in its two-mile, 30-minute circular tour of the grounds. A round trip ticket (FONZ members ride for half price) permits passengers to get off and reboard at any of three station stops. A staff of up to ten train drivers and ticket booth attendants operate the trackless trains daily in summer and on weekends in the fall and spring.

The largest visitor service program in terms of gross revenue and staff started in 1975 when FONZ signed a five-year contract with the Smithsonian to handle all food services at the Zoo. The action followed a major decision by the Smithsonian Institution, the parent organization of the National Zoo, to integrate the business of food services into the educational experience of zoogoers. Prior to 1975, Zoo food had been handled by a succession of private concessionaires.

As FONZ President Arundel explained in 1975, "FONZ now has set out on its greatest adventure—to build a range of food services

around the Zoo which will blend public eating into the total quality of education experiences of Zoo visitors. This will be done in a thousand ways which spell the difference between a boilerplate commercial operation and a professionally managed citizens organization dedicated to enhancing every facet of the Zoo experience."

Fresh fruit, sandwiches, and yogurt are now daily menu items in addition to fast-food favorites like hamburgers and French fries. 1977 calls for an old-fashioned ice cream parlor featuring hand-dipped cones, sodas, and sundaes, and a kiosk atop Bird House Hill serving bread-cheese-fruit snack baskets and splits of wine. A year-round staff of 10, which increases to 75 temporary helpers in the summer months, is required to

prepare and serve food at the seven different snack facilities.

In addition to "front line" troops, FONZ employs the fulltime services of an accountant, bookkeeper, cashier, and personnel assistant to run a business office that must keep accurate and complete financial figures, provide input to the computer for payroll and membership records, handle the daily cash receipts, interview hundreds of summer job applicants, and administer personnel procedures. Just how much FONZ has grown in the size and scope of its operations is dramatized by the following comparison. Five years ago FONZ had a staff of seven and took in \$122,000. Today, there are 22 permanent employees and the gross revenue is 1.8 million dollars!

Narrated Zoo tours by trackless train are among the many visitor services provided by FONZ.

